

# NEWS RELEASE

*For Immediate Release*

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## **Utah Division of Motor Vehicles Honored with National Awards for Marketing Excellence**

*On the Spot Vehicle Renewal Program Recognized as Best Overall*

SALT LAKE CITY – July 5, 2007 – Last week the Utah State Tax Commission, Division of Motor Vehicles (DMV) received the GovMark Council award for the Best State and Local Marketing, as well as the Best Overall Marketing Program for its “On the Spot” marketing initiative.

The awards recognize agencies for their excellence in government technology marketing efforts. A representative from Utah accepted the awards at an event June 28 in Washington, D.C.

The GovMark Council presented three awards: Department of Defense (DoD) marketing, Federal civilian agency marketing, and state and local government marketing. The Best Overall Marketing Program was awarded to the highest-ranked marketing program of any category. Selection for these awards came from a panel of judges comprised of numerous senior leaders in government technology.

DMV was recognized for its innovative, cost-effective On the Spot inspection and marketing program. The “On the Spot” program allows participating vehicle inspection stations to issue renewal decals to citizens at the station, rather than citizens going to a DMV office.

Currently, 165 Utah private inspection stations are participating. In addition to being a value added service that drives business to participating stations, On the Spot is also a convenient way for citizens to renew their vehicles.

As a result of the DMV's marketing efforts, On the Spot usage increased by 200 percent from 2005 to 2006. The DMV's strategy was to inform citizens through existing communication channels, market the program to stations, and then provide stations assistance in marketing On the Spot to customers.

"On the Spot is an excellent service for both local businesses and citizens. We are dedicated to implementing a creative and effective marketing campaign," said Rod Marrelli, State Tax Commission Executive Director. "We are pleased that the GovMark Council has recognized the value of our efforts."

The GovMark Council is a non-profit organization that facilitates education and networking for senior-level marketing executives who serve the government Information Technology and Telecommunications (IT&T) market.

On the Spot is a collaborative effort between the Utah Tax Commission and Utah Interactive, LLC. Utah Interactive is a Salt Lake City-based wholly owned subsidiary of eGovernment firm NIC.

NIC manages more online government services than any provider in the world. The company is helping improve electronic information services between governments and the people they serve. NIC manages transactions for over 1,500 state and local agencies that serve more than 51 million people in the United States. Additional information is available at [www.nicusa.com](http://www.nicusa.com).

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